

Talking It Over in the Garage

A Corner for the Man Who Takes Care of His Own Car

A NEW SUBSTITUTE FOR GASOLINE TRIED

Interesting Experiments Made in Presence of Heads of Motor Schools.

"Nuoline," a new substitute for gasoline, which really seems on the surface to be a real substitute, was tested out at the West Side Y. M. C. A. Automobile School, 318 West Fifty-seventh street, on Wednesday evening of this week, with the heads of the Atkinson and Struble schools as observers.

M. Louis Clement, the inventor, supervised the test, with the help of his assistants, Robert Grogan and the Secretary of State's local automobile office. A King eight engine used for shop instruction was first used. The gas was disconnected and the vacuum tank drained and then filled with Nuoline. Principal H. C. Brokaw pushed the starter button and the engine started on the fuel did its work perfectly. The engine ran much smoother than with gasoline, and when the petcocks were opened the explosion was found to be quite as snappy as from gasoline, while the flame was blue, instead of reddish, showing a more perfect combustion. It is claimed that there is no carbon formed by Nuoline, and that it will burn out carbon formed by the use of gasoline. The engine ran until the vacuum tank was empty and a second trial showed the same results.

Then a Mitchell car was tried out on the road. As before the vacuum tank was disconnected and filled with Nuoline. The run was through Central Park, where the car was taken to a slight carburetor adjustment had been made and a defective spark plug replaced. One of the tests was up the Round Top Hill, which was taken in high gear almost to the top, where the supply ran short. When the vacuum tank was refilled the car started on the steep grade and a few minutes later took the entire grade in high gear.

Mr. Brokaw has done this with gasoline with the same car and on the same grade, however, so that no superiority was shown. It was noticeable, however, that the car responded to the accelerator with a zip not shown by gasoline. There was none of the "flat" feeling which is taken in high gear, but a faint odor of camphor, which was explained to be coal camphor from one of the ingredients used in manufacture of the fuel. During the test there were seven passengers in the car, four of whom might be classed as heavyweights. Mr. Clement explained that the Nuoline was really three-fifths lighter than gasoline, and that it was so cheap and so readily in supply that the cost would be practically stationary. He thought, perhaps, it might make a cent or two difference in the price, but with a manufacturing cost of 2 1/2 cents a gallon, not including the cost of the fuel, it would be possible to sell the Nuoline at 10 cents a gallon and leave a fair margin of profit.

Mr. Grogan said that a road test of 413 miles had been concluded, a Mitchell car having been run to Albany on the east side of the Hudson, and then to Schenectady and Utica, returning to New York via the river via Newburgh, Tuxedo and the Fort Lee ferry. The average was eleven miles per gallon of Nuoline, and the performance was said to be perfect for the entire trip. Mr. Grogan announced that a company is being incorporated to manufacture Nuoline commercially. The president will be Senator Robert Lawton of Brooklyn. Associated with him will be Mr. Grogan, M. Clement, the inventor, Dr. H. O. Lehman and H. Boes. The company probably will be included in the corporation.

Mr. Brokaw thought the test was hardly exhaustive enough for him to have unqualified approval of it, but said that it appeared to do the work of gasoline. The color is about the same as gasoline, but it feels a little more oily, and it seems to run the engine more evenly than gasoline, the explosions apparently being quite as powerful, so that the evenness was not due to lessened propelling force in the cylinders. He is hoping for further and more exhaustive tests, for he feels that if Nuoline really will do the work of gasoline it will solve the most important factor in the high cost of expense of auto operation.

"No-Carb" Tablets Save "Gas."

The price of gasoline has advanced so rapidly that many motorists are interested in anything which promises to reduce operating expense. When an additional feature of keeping the engine free from carbon is added to more power and mileage it is worth while investigating. Recently it was found that a small tablet placed in the product is guaranteed not to injure the motor.

The 20-Carb Chemical Works of Bay Side, N. Y., manufacture a little tablet that will save gas.

Many road tests and letters received by the company are sufficient to convince the most skeptical. They have an article which is a decided economy with the least possible trouble and expense and which any one can use profitably.

STERLING AUTOMOBILE EQUIPMENT

VICTORIA TOPS AND SEAT COVERS

The SMARTEST and the BEST

Buy now from the world's largest manufacturers. Do not make the mistake of paying more for the same or possibly inferior equipment elsewhere.

OUR PRICES ARE THE LOWEST obtainable in New York—but the materials and workmanship are the equal of that furnished by the highest priced establishments.

THEREFORE WHY PAY MORE? Visit our factory now—TODAY—and convince yourself that it is to your own personal interest to place your order with us.

STERLING TOP & EQUIPMENT CO.

518-520-522 West 57th Street

Telephone 2496-3497 Columbus. New York.

New York's Largest Automobile Equipment Establishment

These Men Head New Local Marmon Interests.



FRANK G. CARRIE.



CHARLES H. LARSON.



T. BUTLER VAN ALSTYNE.

GOOD WEATHER SURE TO STIMULATE SALES

Those Who Buy Cars Early Will Not Be Disappointed Later.

"Just give automobile Row ten days of good weather and you will see good business all along the line. I expect to see a big demand for automobiles within the next few weeks."

The foregoing is the way Joseph Porter of the King Car Corporation sizes up the situation. And he has backed up his opinion by buying many new King cars so that he may be ready to meet the demand.

Continuing, Mr. Porter says: "Some persons of pessimistic tendencies have spent much time prophesying that dire things will happen to the automobile industry because of the war, and have forgotten entirely that we need good weather to start spring business with a rush. This good weather has appeared only in spots, and very small spots at that, but when it has appeared automobiles have been sold."

"Our experience during the past few days leads us to believe that there will be more new buyers in the field than in past years. Recent sales made here were to people who had never owned an automobile before, and we consider this a very good sign."

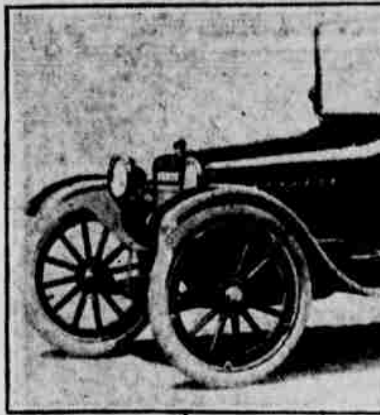
"Automobiles will be required by the general public no matter how long this war continues. The automobile business in Canada has improved steadily since the war began. The people who stay at home to keep business going need automobiles, and there is no reason why they shouldn't have them."

"The present hesitancy of prospective buyers in some quarters is due to the fact that they are waiting for a deal. Many are inclined to say, 'My! Oh, my, see what we have on our hands now.' They don't stop to think that the whole thing will be worked out satisfactorily."

Saxon Roadster Is Economical.

People to-day want completeness in their automobile. They want comfort, convenience and serviceability and are willing to pay for these features when they are of the right sort.

"One of the reasons accountable for the big sales of Saxon roadsters," says George S. Morrow, "is the fact that these cars are complete cars. When I say complete I mean equipped with those features which work for ease and pleasure of operation, such as a starting and



lighting system and demountable rims and other improvements.

"The designers of the Saxon 'Four' conceived this car as an automobile for the man of moderate means.

"Owners of Saxon 'Fours' have found that driving on average roads a gasoline average of thirty miles per gallon can be consistently obtained. They have found that the light weight of the car gives them an average tire mileage of from 12,000 to 15,000 miles on a single set. And they have found that replacement and repairs constitute a very small item in upkeep expense."

Registrations Show Great Demand for Cars.

The following shows this year's enormous registration of motor vehicles, chauffeurs, &c., up to May 1:

	Plenary.	Omnibus.	Commercial.	Dealers.	Chauffeurs.	Receipts.
New York	100,584	3,940	22,354	867	68,572	\$1,585,424.50
Buffalo	81,480	1,045	9,171	750	13,037	779,008.50
Albany	64,463	2,478	6,672	797	13,571	642,513.00
Totals	246,527	7,463	39,197	2,414	95,180	\$3,006,946.00

Prest-O-Lite Battery Service

CARE and attention prolong the life of any battery. No matter what make of battery you use—or what car you drive—you will get prompt, courteous advice, inspection and attention to your storage battery problems here.

A few minutes of your time now may save you hours of trouble and expense later.

We repair and recharge all makes of storage batteries at reasonable prices. We carry a complete stock of new Prest-O-Lite batteries and battery parts for every car. And we have a service battery for you to use if it is necessary to repair or recharge your present battery.

Some day you'll need a new battery. The Prest-O-Lite Battery will give you more power, dependability, endurance and service. Ask us about the size for your car.

The Prest-O-Lite Co., Inc.

(Direct Factory Branch)

Service on all makes of batteries

WELL KNOWN MEN MARMON AGENTS

Change Local Representation of Well Known Cars for Interests of Customers.

The Nordyke & Marmon Company of Indianapolis, makers of the famous Marmon "24" car, have turned over the distribution of their cars in this territory to a new company which will be known as the Marmon Automobile Company, Inc.

The officers of the new company, which is composed of some of the best known men in the automobile trade, are president, T. Butler Van Alstyne; treasurer, Charles H. Larson; vice-president and general manager, Frank G. Carrie, who for the past three years has been manager of the Marmon New York Company. The importance of the transaction can be best estimated by the fact that the sale of Marmon cars in this territory will amount to more than \$4,000,000 this year and the transaction will represent an investment of more than \$100,000 to the stockholders of the new company.

The negotiations were conducted by A. R. Heiskell, treasurer, and F. E. Moskowitz, commercial manager of the Nordyke & Marmon Company. In discussing the change Mr. Moskowitz said:

"We have had many offers in the past from different persons in the trade with a view of taking the local agency for our cars, but we never even seriously considered them until the present men entered the situation.

"As a result of a careful analysis and investigation we decided that it was not only to our own but to our customers' best interests to make the change; therefore on June 1 we will turn over this highly profitable business to the new company and without any consideration of its earning value. In doing this we are assured that the new company will not only maintain its present service station but will inaugurate many other improvements and innovations for the benefit of our customers."

"We also realized at the factory that up to the present time we have not sold cars, but the public has bought them. This being true, our people felt that there were men connected with the new company whose brains we could not buy for a branch but whose wholehearted service we could secure if we gave them the agency for our cars, and this is the real reason for the change."

T. Butler Van Alstyne, president of the new company, is one of the most popular and best known men in the automobile field. He is one of the pioneers of the industry, starting in the old steamers days, and in later years he handled the outputs of different factories. Later he entered the publishing business and became part owner of the Horseless Age. After developing that property he became vice-president and advertising manager of the Class Journal Company and a director of the United Publishers Corporation. Van Alstyne, who has a magnetic and forceful personality, is said to know more people in the automobile trade than any other man in the industry.

Charles H. Larson, who will act as treasurer of the company, is the eastern distributor for Oldsmobile cars. He is a well known man in the local trade recognizes that Mr. Larson is one of the most successful men on Automobile Row, few people know that he is the largest distributor of automobiles in the United States, as he will dispose of close to 5,000 cars this year. That Mr. Larson thought so highly of the Marmon car as to invest his money in the new company was one of the chief reasons why the Indianapolis factory was willing to change their eastern distribution.

Last but not least comes Frank G. Carrie, who has made the name of Marmon cars famous throughout the East. He is

another pioneer of the automobile industry, having opened the Haynes branch in New York back in 1904. Afterward he was connected with Wyckoff, Church & Partridge when they were making automobile history on Broadway. Then three years he was with the General Motors and for the past three years has been in charge of the Nordyke & Marmon branch here.

The new company will take over the branch on June 1 and in addition to maintaining the present six story building are to open one of the most spacious salesrooms in the United States, having leased the southeast corner of Broadway at Sixty-second street, which building will also be used for the used car department and the new car delivery department.

BATTERY CARE WHEN TOURING.

Special Attention Necessary to Prevent Rapid Evaporation.

In touring, the storage battery usually plays such a modest part that it is often entirely forgotten. The very fact that it is comparatively little used, however, constitutes a reason for examining it occasionally.

The following explanation and suggestions are offered by A. E. Ward of the Prest-O-Lite Battery service station. "Most modern automobiles," he says, "are equipped with generators which are intended to recharge the storage battery in proportion to the current consumed by the starter and lights under ordinary driving conditions."

"In long cross country driving the generator operates under abnormal conditions—that is, it charges the battery faster than the current is consumed. Continued touring day after day, with

little use of the starter and lights, is apt to result in overcharging the battery which is accompanied by overheating.

"Overheating causes the battery solution to evaporate rapidly. It is therefore advisable to examine the battery every few days if the touring is continued, and add distilled water as needed to keep the solution level over the battery plates. This attention is absolutely essential, as allowing the plates to become exposed, due to evaporation of the solution, is bound to seriously injure the battery."

"Continued overheating is apt to damage the separator, and the overcharging should be relieved as much as possible. This can be done by burning the lights overnight or during the day if necessary. Overcharging can always be detected by excessive spraying and too rapid evaporation of the solution. At the time the battery is examined any solution that has evaporated should be washed off with a moist cloth or sponge. The hold-downs should also be tightened to prevent unnecessary vibration."

"As none but distilled water is suitable for battery use, most tourists find it more convenient to stop at battery service stations for addition of water than to carry a supply. All tourists, regardless of what car they drive or the make of battery, are welcome at our station at 206-208 Amsterdam avenue, where our battery experts gladly add distilled water if needed. At the same time they can test the battery and tell the tourist whether it is suffering from overheating. The same service is to be had at any of the hundreds of Prest-O-Lite battery service stations distributed over the country."

Many Go to Plattsburg.

Malcolm R. McAdoo, Jr., and Wallace A. Briggs, who obtained leave of absence from Yale College to take an automobile course. Next week they will complete their studies and leave for ambulance work in France. They fairly represent the fine type of young American that is undertaking this kind of work.

These Yale Men Won't Wait for "Teddy."



It is evident from the activities in the Atkinson Automobile School, 235 West Fifth street, that "America is Awake." Several hundred people are preparing at that institution to care for and operate motor driven vehicles.

The above picture shows Lloyd Kitchel, William Knight, Jr., and Benjamin G. Briggs, who obtained leave of absence from Yale College to take an automobile course. Next week they will complete their studies and leave for ambulance work in France. They fairly represent the fine type of young American that is undertaking this kind of work.

Astounding Motor Car Performance

"The first car I drove over 15,000 miles; the second car not quite 10,000 miles, and have not had one cent of repairs. The original tires are on each car. In brief, would say '100% Perfect' satisfaction."

(Owner's name upon request)

These are the very words of the owner of two Owen Magnetic cars. But the reason for the remarkable performance of such big cars is the Magnetic Principle of transmission used in the

OWEN MAGNETIC

It substitutes flexibility and ease of control, elasticity of power, constant torque and smooth riding at a thousand speeds, for the jerks and jars of gear-shift cars.

This same dependable Magnetic unit substitutes a little finger-lever on the steering-wheel for the awkward, hard-working, shifting mechanism of other cars. It also provides for starting, lighting and braking.

This means greater mileage for tires and gasoline, less abuse, lower upkeep expense and far greater satisfaction.

It's probably hard to realize that these Owen Magnetic features are so much superior that they are causing gear-shift cars to become obsolete.

So before you decide on any car, ask us to prove our claims. Pick up your 'phone now and arrange for a demonstration. (Circle 898.)

Seven Passenger Touring (one-man top or Victoria top); Four Passenger Touring (one-man top or Victoria top); Four Passenger Runabout; Limousine; Landulet; Town Car. Prices from \$3,300 to \$5,500.

BAKER R. & L. CO., Inc.

Broadway & 57th St., NEW YORK.

Newark Agency & Service Station, 12-14 William St., Newark, N. J.

